THE Collector's Guild LTD.

185 MADISON AVENUE
NEW YORK, NEW YORK 10016

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PAID
COLLECTOR'S
GUILD LTD.

You are invited
to accept
an original Dali etching
an original Soyer lithograph
an original Buffet lithograph
free as a gift of membership
make your selection
of one of these framed masterpieces
as you read our offer inside...

T NELSON
458 W 20TH ST
NEW YORK NY 10011

d original to be

"Acid, ink, paper, genius. Apply them to metal, and you have the etching, an art form that has captured the imagination of titans since Rembrandt. Apply them to stone, and you have the lithograph, a form such masters as Cezanne, Toulouse-Lautrec and Daumier employed to express the marks of their brilliance..." AN INVITATION...

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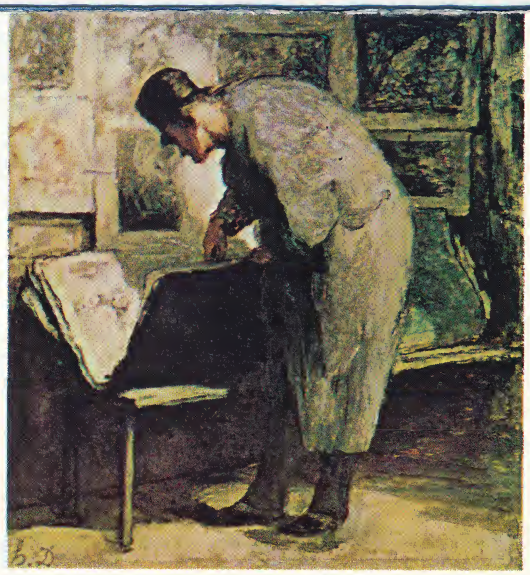

One of the most treasured works of art, Daumier's beguiling The Collector hangs in the Philadelphia Museum. As reproduced here, it symbolizes the collection you can start (or enlarge) by selecting free, as a gift of membership, one of the three contemporary original masterpieces depicted inside: a Dali, a Soyer, a Buffet.

THE Collector's Guild LTD.

invites you to accept as a gift of membership...

...this splendid original etching

El Cid by Salvador Dali

(11 x 14 inches). This original etching signed in the plate is a dramatic exposition of the great Dali's volatile technique. Represented in the major art museums throughout the world—Dali has enchanted art lovers for decades. His fluid line has imbued a legend with power and eloquence.

or this original lithograph

Seated Ballerina by Moses Soyer

(11 x 14 inches). Moses Soyer is considered one of America's greatest living artists. His works—the finely drawn portraits and the delicate figures—are in the major American museums, including the Whitney and Metropolitan Museums, the Hartford Atheneum and the Detroit Institute of Arts. In "Seated Ballerina," pulled in sepia, Soyer has created a world of quiet beauty. This work is a fine original lithograph signed in the stone—a treasure in any home or collection.

or this original lithograph

Les Fleurs by Bernard Buffet

(11 x 14 inches). There have always been artists who are completely identifiable by their style. Among the most famous of today is Bernard Buffet. His fine lines and repeating geometric forms have been called a "spectral analysis." Here in "Les Fleurs," which is signed in the stone, Buffet has essentially taken apart and then put together three sparkling flowers.

authenticated, framed and matted independently appraised at between forty and seventy-five dollars... and yours free as a gift of membership

Acid, ink, paper, genius. Apply them to metal, and you have the *etching*, an art form that has captured the imagination of titans since Rembrandt. Apply them to stone, and you have the *lithograph*, a form such masters as Cezanne, Toulouse-Lautrec, Daumier employed to express the marks of their brilliance.

In an age of so much creative absurdity—it is the original etching and lithograph that are catching the eyes of curators, collectors and investment conscious families. And the renewal of interest has not been lost on contemporary artists:

From Sausalito to Coenties Slip to Montmartre, serious artists today are turning more and more for expression to these enduring forms—often reserving for the original lithograph and etching some of their most imaginative ideas and executions.

If the idea of collecting these fine contemporary works of art appeals to you, welcome to The Collector's Guild Ltd. Membership in this unique institution not only enables you to purchase authenticated original lithographs at *less than half their independently appraised value*... but as a gift of Membership, entitles you to *receive free one of the three contemporary originals shown on these pages*—each authenticated, framed, matted and independently appraised at between forty and seventy-five dollars!

THE
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Guild
LTD.

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NEW YORK, NEW YORK 10016

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THE SOCIÉTÉ DE VÉRIFICATION DE LA NOUVELLE GRAVURE HAS BEEN CREATED BY THE COLLECTOR'S GUILD LTD. TO SET AND UPHOLD THE HIGHEST STANDARDS FOR ORIGINAL LITHOGRAPHS AND ETCHINGS

For a modest ten dollars dues—payable just once—your Membership in

THE *Colle Gu* LT

- **immediately upon joining, your FREE CHOICE of one of the authenticated, framed and matted original etchings, or lithograph shown on the preceding pages, each independently appraised at between forty and seventy-five dollars.**

- **four times a year thereafter, an opportunity (but no obligation) to acquire additional framed original lithographs like those shown here for just $39.95 (plus delivery) each—always less than half their independently appraised value!**

If you and your family have considered the importance, pleasure and profit of surrounding yourselves with distinctive, original works of fine art, but suffer the all-too-easily understood confusion of distinguishing nowadays between the merely fashionable and the honestly durable...

If you've entertained the advisability of building a collection of original works that can not only be enjoyed in your home and office, but be worthy of handing down to your children and, eventually, being passed along to theirs...

...The Collector's Guild Ltd. now offers an easy, agreeable, low-cost

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THE Collector's Guild LTD. brings you

When it arrives, hang it in a place where it can be seen often, studied, "lived with." Take the full thirty days you are entitled to. Get to know the work intimately. Discuss it with family and friends. Enjoy it thoroughly. If any doubts whatever remain at the end of the trial month, the work need merely be returned to THE GUILD for immediate, full and unquestioned credit.

Always at least 50% less than the independently appraised value

The cost of each original you buy—already suitably framed and matted, and glassed, ready for hanging—is just $39.95 plus delivery, and at that, payable only after you have enjoyed the work in your home or office for the thirty-day trial period.

This unusually low price of $39.95 never varies—no matter how famous the artist's reputation, no matter the country of origin, or the lithograph's dimensions. Furthermore, this price is always less than half of the work's independently appraised value.

Two opportunities for refusal, never any obligation to buy

Four times a year you are advised of THE GUILD's new offering, and thereby given not one but two opportunities to make your own evaluation. If the advance description and individual photo-

BAS RELIEF by Alvar.
The expert use of color and
study typifies the creative
distinguishes all of Alvar's

REFLETS DANS L'EAU by
Jean-Pierre Capron.
The cool gray coloring conv
cold snowy winter day. A
of Capron at his finest.

Bas Relief by Alvar.
The expert use of color and form in this figure study typifies the creative ability which distinguishes all of Alvar's works.

L'etang Aux Lotus by Hoi.
Hoi has inscribed delicate fine lines over broad areas of subtle color to produce a creation mindful of an oriental watercolor.

Reflets Dans L'eau by
Jean-Pierre Capron.
The cool gray coloring conveys the vibrancy of a cold snowy winter day. A wonderful example of Capron at his finest.

Sunrise by Bernard Gantner.
Winner of the distinguished Prix de la Critique, Gantner uses delicate lines and pale pink highlights to give both perspective and warmth to

means of starting (or enlarging) your collection.

Fine works of art, at lowest possible prices

Established just a little over five years ago, THE GUILD already commands a distinguished membership—museums, educational and business organizations, as well as private collectors like yourself. In a sense, it is a kind of "communal patron" organized to purchase lasting works of original art.

By relying on the recommendations of THE GUILD's skilled advisors—each an expert in some area of art history, criticism, or appraisal—you are assured of securing some of the finest possible etchings and lithographs being created today.

By combining your buying power with that of other aficionados of the fine arts, you always obtain the low GUILD price—one that never varies from artist to artist or work to work, and one that can seldom be matched anywhere: at the gallery, at the auction house, at the agent's rooms, or at the artist's own studio.

Originals only, never reproductions

For the most part, GUILD selections are works by living artists—for obvious reasons. Their careers are still on the ascendancy. Their reputations and command of prices are still moving upwards. All works you buy are numbered originals, not reproductions—conceived, created, and signed by the artist personally, then authenticated by our Société de Vérification de la Nouvelle Gravure Internationale of Paris and New York.

In every case, after the single edition of 275 individually signed and numbered originals is struck the stone is defaced—the artist's way of assuring "quality control," and your guarantee that the original lithograph you own will never again be "pulled." A written statement attests to this destruction. A certificate to this effect accompanies each work you buy.

30 days to live with each selection

Few people are sufficiently sure in their tastes to know at first glance whether a work of fine art is capable of giving lasting pleasure. For this reason, THE GUILD encourages you to defer deciding whether or not you wish to purchase the quarterly selection.

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graph indicate that the work is not of interest to you, simply advise THE GUILD and wait for the next announcement. If, on the other hand, the work sounds as though it has appeal for your collection, remember that you still retain the option to decline it after you have lived with it for the thirty-day trial period.

You are never required to buy anything. There is no "minimum number" of purchases that must be fulfilled. There is no obligation of any kind. Even if you never purchase so much as a single original lithograph from THE GUILD, your Membership will continue in force, your purchasing privileges remain intact, and you continue to receive the *Quarterly* without cost.

An additional gift of Membership: your personal subs

THE *Collector's Quarterly*

"In biology, symbiosis means a
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His fulfillment demands that h
must be seen. He must be value

So stated *The Collector's Quarterly* in Volume I, Number One—thereby de
GUILD's purposes, creating a milieu in which deserving talent may flouris
rewarded.

Who are the artists who elect to work in as difficult a medium as the etching
are their sources of inspiration? Their working methods? Their styles? Throu
in the *Quarterly*, you will gather expertise on the works in your collection, a
people who have created them.

The journal is published privately and exclusively for GUILD *members. It is n
tributed. A complimentary subscription is included with your Membership.*

Dues are just $10–payable only once

Like anything rare, beautiful and enduring, art must be collected over a lifetime, not overnight. To assure the fullest possible satisfaction and enjoyment from each individual work you purchase, GUILD selections are made not monthly, but on a quarterly basis—only four times a year. And dues are payable only once—when you join. The fee? A modest ten dollars.

As with all selections offered by THE GUILD, the etching or lithograph that welcomes you to Membership—your free, framed and matted Dali, Soyer or Buffet—is an original.

Your reply at the earliest possible opportunity is earnestly recommended.

You may use the enclosed card, which is postpaid. And note: unless you find that enclosing dues now is more convenient, there is no need to send payment in advance. The account you establish with Membership can always be billed at a later time.

LA VERDUE by Pervez
Captain's fine use of sha
and texture to this bea
explains why he has ach

ership: your personal subscription to

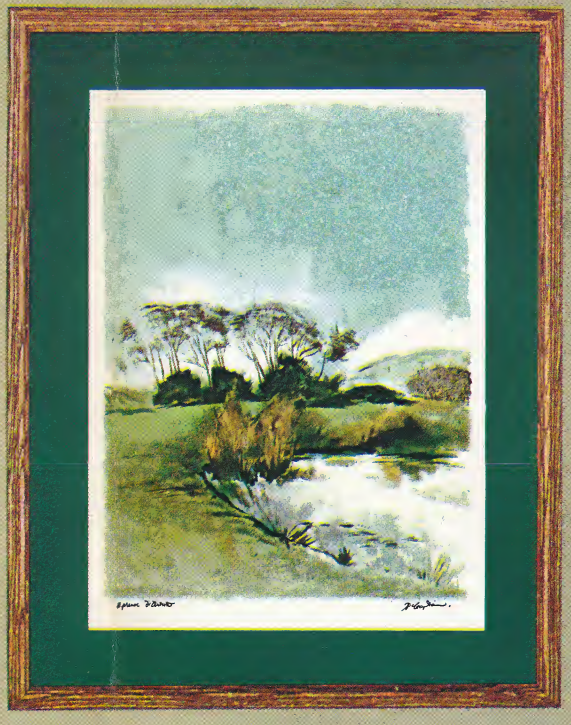
"In biology, symbiosis means a living together in mutual aid, assistance and support. This word best describes the relationship between artist and collector. Just as we need art for our spiritual sustenance, the artist needs our appreciation and understanding for his. In a sense, every artist is a voice crying in the wilderness. His fulfillment demands that he must be heard. He must be seen. He must be valued."

Volume I, Number One—thereby defining another of THE which deserving talent may flourish, be appreciated, be

n as difficult a medium as the etching and lithograph? What working methods? Their styles? Through informative articles tise on the works in your collection, and come to know the

exclusively for GUILD *members. It is not sold or publicly dis- is included with your Membership.*

LA VIE QUOTIDIENNE by Natalie Chabrier.
Chabrier uses bright colors to create a strongly impressionistic scene of a village market. An example of the talent that won for her the Prix d'Art Plastique.



LA VERDUE by Pervez Captain.
Captain's fine use of shading adds both depth and texture to this beautiful landscape. It easily explains why he has achieved such wide acclaim.

LA PALETTE by Pierre Bisiaux.
The expert use of repeating forms combines with deep rich colors to create this exceptional still life.

Minimum size of all original lithographs is 19 x 25 inches.

THE Collector's Guild LTD.

185 MADISON AVENUE • NEW YORK, NEW YORK 10016

The Collector's Guild Ltd. invites you to reserve Membership, and to accept as a gift of Membership one of three originals: a Dali, a Soyer, or a Buffet

Dear Friend:

It was a mere scrap of paper -- 15 1/4 by 17 3/4 inches -- brown, spotted with age and beginning to fray at the edges.

But not too long ago, more than $25,000.00 was paid for that scrap -- and rightly:

On it was a picture of incomparable beauty. The multitude. The two thieves. Christ crucified. And in the right-hand corner, a signature. The mark of Rembrandt van Rijn.

If you have seen "The Three Crosses" at New York's Metropolitan Museum of Art, you've recognized the value of Rembrandt's etching. The power of its composition, the beauty of its line, the mastery of its execution -- all are as meaningful today as when this famed etching was created just after the Renaissance.

In an age of creative absurdity, of mass production, of the transient and the trivial, it is the world of art that more and more people are turning to for inspiration, for meaning, for permanence.

And in an artistic period where painting has often abandoned itself to delineating what is on the shelf of the supermarket ... and sculpture to what is stacked in the garage ... it is more and more the world of original representative art that connoisseurs are rediscovering

with delight. The ageless excitement of the original etching. The timeless refinement of the original lithograph.

If ever you and your family have considered the pleasure (and profit!) of surrounding yourselves with original works of art, but have been put off at the frequently inflated prices that painting and sculpture command ...

If you've considered the idea of building a collection of fine art that can not only be enjoyed in your home, but be worthy of handing down to your children and eventually, being passed along to theirs ...

...You'll be interested to learn that a number of Memberships are now being made available in

THE COLLECTOR'S GUILD LIMITED

The Collector's Guild has been organized to serve artist and buyer alike. Its purpose is to encourage the creation of private ownership of deserving original works. Its sponsors include artists, critics, and historians as well as people engaged in the business aspects of art. And the advantages of Membership are obvious:

In building your collection, you draw on a fund of knowledge, experience and taste that would normally come about only from a lifetime of exploring the ateliers of New York, London, Paris, and Rome. And by pooling your purchasing power with that of other Member collectors, you're in a position to benefit from a standard, low price that no one else can match -- gallery auction house, agent!

The Collector's Guild makes it possible for you to <u>acquire and collect some of the finest original etchings and lithographs being created today at less than half their independently appraised value.</u>

Through Membership in this unique group ...

- <u>You acquire originals, never reproductions.</u> All works of art are individually created by the artist. Every selection is an individually signed original lithograph of limited edition, guaranteed not to exceed 275 numbered impressions, and is independently authenticated in writing.

- <u>You are never under obligation to buy.</u> A new work is offered for your consideration each quarter. You may collect on a systematic basis, if you like, taking each new selection that is announced. Or you may acquire as few each year as your budget (or wall space) permits.

- You enjoy each work for 30 days before committing yourself to permanent ownership. You have one month to consider each work in your home (or office) before deciding whether to add it to your collection. The Guild guarantees that you may return any work within that period and owe nothing.

- You receive every selection in a magnificent frame. Each superb wood frame is specially selected for the work of art. Every original arrives framed and matted under glass ready to hang.

- Best of all, you pay not thousands of dollars, not hundreds, but the very agreeable figure of just $39.95 (plus delivery) for each original you eventually buy -- never more!

The lifetime dues of Membership are a modest ten dollars, and from the start bring a most felicitous reward:

Your choice of one of three framed and matted originals shown in the Prospectus enclosed with this letter:

DALI: El Cid. Original etching in black and white. 11 x 14 inches.

SOYER: Seated Ballerina. Original lithograph in sepia. 11 x 14 inches.

BUFFET: Les Fleurs. Original lithograph in black and orange. 11 x 14 inches.

Each of these distinguished framed original etchings or lithographs is independently appraised at between $40.00 and $75.00. You acquire the one of your choice free, as a gift of Membership. In addition, there is no charge for packing and postage. Both are prepaid by the Guild.

In addition to the free original work of fine art of your choice, Membership also reserves your complimentary subscription to The Collector's Quarterly, a new art periodical. Authoritatively, but informally written, this publication is for Members only. It is not offered for public sale.

Since the days of the Renaissance, the art forms of lithography and etching have engaged the imagination of some of the world's finest artists. Rembrandt, Durer, Tiepolo, Piranesi, Goya, all created some of their greatest masterpieces by using the simple metals and acids of the etching. The later art of lithography from stone has an equally luminous roster: Delacroix, Daumier, Manet, Cezanne, Redon, Rouault, Degas, Toulouse-Lautrec, Picasso ...

Whether contemporary artists will command the same place in history is a question only time can decide. Some of the works you will buy through The Guild may increase in value their very first year. Others may increase in value, but take a little longer. There is no guarantee. The future is nothing if not fickle. But note:

Whether values rise on an even, steady course or sky-rocket overnight, The Guild puts you considerably ahead from the start:

In galleries where editions are sold piecemeal -- one at a time -- it is not unusual for works comparable to the ones you'll buy through The Guild for a flat $39.95 (plus delivery) to command prices of $80 to $95. <u>You save at least half -- and usually considerably more -- on every original you acquire.</u>

The enclosed Prospectus reproduces (but of course, not in actual size) the Dali, Soyer, Buffet original works from which you choose your gift of Membership.

You'll want to consider the Prospectus thoroughly. But don't delay too long in deciding, for your application may be rejected after Dec. 31, 1970. In presenting original works of art, The Guild is not dealing in something that can be mass produced. The works are limited in edition. Accordingly, so is the number of Memberships available, and procrastination can only lead to disappointment.

May we look for your application by return mail?

Sincerely,

Robert M. LeBaron

Robert M. LeBaron
Membership Director

RML/dj
Encls.

P.S. You will be billed later for dues. There is no need to enclose your payment in advance unless you find it more convenient.

THE BOARD OF ADVISORS:

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JANET MARQUSEE, ARTIST, MEMBER OF NATIONAL ASSOCIATION OF WOMEN ARTISTS, SCARSDALE, N.Y.
PIERRE JACQUOT, PROFESSEUR TITULAIRE À L'ÉCOLE NATIONALE DES BEAUX ARTS DE NANCY, NANCY, FRANCE

THE SOCIÉTÉ DE VÉRIFICATION DE LA NOUVELLE GRAVURE HAS BEEN CREATED BY THE COLLECTOR'S GUILD LTD. TO SET AND UPHOLD THE HIGHEST STANDARDS FOR ORIGINAL LITHOGRAPHS AND ETCHINGS

THE Collector's Guild LTD.

Guarantees

1) THE COLLECTOR'S GUILD and Société de Vérification de la Nouvelle Gravure Internationale jointly guarantee the originality and authenticity of every work offered by THE GUILD, and that every selection is limited to *no more than* 275 individually signed and numbered original color lithographs. (The Société de Vérification de la Nouvelle Gravure has been created by the Collector's Guild Ltd. to set and uphold the highest standards for original lithographs and etchings.)

2) In the unlikely event that any member is ever dissatisfied with *any* selection, he may return it within 30 days of receipt and owe nothing.

Detach here and mail today.

Please enroll me as a member of THE COLLECTOR'S GUILD, LTD., and send me the framed original etching or original lithograph I have selected below. I understand that dues are just $10 payable only once, and you will bill me later.

Furthermore, I shall be offered framed, individually signed and numbered original lithographs four times a year, at just $39.95 each (plus shipping and handling). I understand that the independently appraised value of every offering is *at least* 100% more than the member's price. Yet I am *never* obligated to buy anything whatsoever from THE GUILD.

Mr.
Mrs.
Miss

SIGNATURE _____

T NELSON
458 W 20TH ST
NEW YORK NY 10011

I prefer my free, framed original to be

☐ Dali's — *El Cid* ☐ Soyer's — *Seated Ballerina* ☐ Buffet's — *Les Fleurs*

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